Salem Test Market Contacts - Rolling Report 1998

51851 5136

Week of	1997 Cum.	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	DTS CUM.
Total contacts logged (RJR)	759	27	28	35	28	24	22	20	29	29	32	41	32	58	42	37	1479
Total contacts logged (Bellomy)	1	3	1	1	0	0	0	0	0	0	0	0	0	1	0	0	14
Grand total contacts logged	760	30	29	36	28	24	22	20	29	29	32	41	32	59	42	37	1493
																	0
New Callers	442	2	15	16	15	13	13	14	17	19	18	30	20	36	28	25	856
Previous Callers	124	15	2	9	2	2	3	4	1	2	4	3	4	7	4	3	223
Age group of consumers																	
- Unknown	2	0	0	2	0	1	0	0	0	0	0	1	0	0	0	0	8
- 21 to 24	19	0	0	0	3	1	0	1	0	3	1	1	1	3	0	0	43
- 25 to 34	95	6	1	5	3	3	5	2	1	0	2	3	4	7	6	4	181
- 35 to 55	350	9	13	15	8	10	9	13	15	17	15	26	11	26	23	22	672
- 56 +	100	2	3	3	3	0	2	2	2	1	4	2	8	7	3	2	175
Salem Smoker	465	14	11	11	9	11	9	15	11	14	17	25	16	33	23	21	807
Non-Salem Smoker	101	3	6	14	8	4	7	3	7	7	5	8	8	10	9	7	272
Product - related																	
Total Favorable	270	11	9	18	12	10	10	12	12	21	14	30	19	33	27	21	630
- Unknown	1	0	0	2	0	1	0	0	0	0	0	1	0	0	0	0	6
- 21 to 24	16	0	0	0	1	1	0	1	0	3	1	1	1	1	0	0	33
- 25 to 34	57	4	0	4	3	1	4	1	1	0	1	3	3	5	4	4	120
- 35 to 55	173	7	7	11	7	7	5	9	9	17	9	23	9	21	20	16	401
- 56 +	23	0	2	1	1	0	1	1	2	1	3	2	6	6	3	1	70
Total Unfavorable	101	2	3	0	1	0	2	2	1	0	5	0	0	2	1	2	143
- Unknown	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
- 21 to 24	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
- 25 to 34	10	1	1	0	0	0	0	0	0	0	1	0	0	0	0	0	16
- 35 to 55	65	1	2	0	1	0	2	1	1	0	4	0	0	1	1	2	90
- 56 +	23	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	32
Total	369	13	12	18	13	10	12	14	13	21	19	30	19	35	28	23	771
% of Total Favorable	73%	85%	75%	100%	92%	100%	83%	86%	92%	100%	74%	100%	100%	94%	96%	91%	82%
% of Total Unfavorable	27%	15%	25%	0%	8%	0%	17%	14%	8%	0%	26%	0%	0%	6%	4%	9%	19%
% of Total New Salem Contacts	49%	43%	41%	50%	46%	42%	55%	70%	45%	72%	59%	73%	59%	59%	67%	62%	52%
Packaging - related																	
Total Favorable	29	0	0	2	1	0	0	0	0	0	0	1	1	1	0	0	37
- Unknown	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- 21 to 24	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1

Source: https://www.industrydocuments.ucsf.edu/docs/mgvy0000

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Week of	1997 Cum.	3/9	3/16	3/23	3/30	4/6	4/13	4/20	4/27	5/4	5/11	5/18	5/25	6/1	6/8	6/15	DTS CUM.
- 25 to 34	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8
- 35 to 55	18	0	0	2	0	0	0	0	0	0	0	1	1	1	0	0	24
- 56 +	3	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	4
Total Unfavorable	27	1	1	0	1	0	0	1	0	0	0	1	1	0	1	0	35
- Unknown	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- 21 to 24	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
- 25 to 34	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
- 35 to 55	16	0	1	0	0	0	0	1	0	0	0	1	0	0	1	0	21
- 56 +	8	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	10
Total	56	1	1	2	2	0	0	1	0	0	0	2	2	1	1	0	72
% of Total Favorable	52%	0%	0%	100%	50%	#DIV/0!	#DIV/0!	0%	#DIV/0!	#DIV/0!	#DIV/0!	50%	50%	100%	0%	#DIV/0!	51%
% of Total Unfavorable	48%	100%	100%	0%	50%	#DIV/0!	#DIV/0!	100%	#DIV/0!	#DIV/0!	#DIV/0!	50%	50%	0%	100%	#DIV/0!	49%
% of Total New Salem Contacts	7%	3%	3%	6%	7%	0%	0%	5%	0%	0%	0%	5%	6%	2%	2%	0%	5%
Total Product/Packaging - related																	
Total Favorable	299	11	9	20	13	10	10	12	12	21	14	31	20	34	27	21	667
- Unknown	1	0	0	2	0	1	0	0	0	0	0	1	0	0	0	0	6
- 21 to 24	17	0	0	0	1	1	0	1	0	3	1	1	1	1	0	0	34
- 25 to 34	64	4	0	4	3	1	4	1	1	0	1	3	3	5	4	4	128
- 35 to 55	191	7	7	13	7	7	5	9	9	17	9	24	10	22	20	16	425
- 56 +	26	0	2	1	2	0	1	1	2	1	3	2	6	6	3	1	74
Total Unfavorable	126	3	4	0	2	0	2	3	1	0	5	1	1	2	2	2	176
- Unknown	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
- 21 to 24	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
- 25 to 34	12	2	1	0	0	0	0	0	0	0	1	0	0	0	0	0	19
- 35 to 55	81	1	3	0	1	0	2	2	1	0	4	1	0	1	2	2	111
- 56 +	31	0	0	0	1	0	0	1	0	0	0	0	1	1	0	0	42
Total	425	14	13	20	15	10	12	15	13	21	19	32	21	36	29	23	843
% of Total Favorable	70%	79%	69%	100%	87%	100%	83%	80%	92%	100%	74%	97%	95%	94%	93%	91%	79%
% of Total Unfavorable	30%	21%	31%	0%	13%	0%	17%	20%	8%	0%	26%	3%	5%	6%	7%	9%	21%
% of Total New Salem Contacts	56%	47%	45%	56%	54%	42%	55%	75%	45%	72%	59%	78%	66%	61%	69%	62%	56%

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Advertising - related																	
Total Favorable	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	3
- Unknown	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- 21 to 24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- 25 to 34	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
- 35 to 55	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
- 56 +	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Total Unfavorable	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
- Unknown	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- 21 to 24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- 25 to 34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- 35 to 55	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- 56 +	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
Total	1	0	0	2	0	0	0	0	0	0	0	0	1	0	0	0	4
% of Total Favorable	100%	#DIV/0!	#DIV/0!	50%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	100%	#DIV/0!	#DIV/0!	#DIV/0!	75%
% of Total Unfavorable	0%	#DIV/0!	#DIV/0!	50%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0%	#DIV/0!	#DIV/0!	#DIV/0!	25%
% of Total New Salem Contacts	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%
What issue are you calling about?																	
- Advertising	2	0	0	2	0	0	1	0	0	0	0	0	1	0	0	0	7
- Packaging	78	1	1	2	2	1	2	1	1	0	1	2	2	2	1	1	102
- Product	461	14	14	20	14	12	13	17	16	21	20	31	20	36	29	27	919
- Can't find product/Availability	9	1	0	0	0	2	0	0	0	0	0	0	1	0	0	0	18
- Coupon/sample request	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	3
- Mail list request	3	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0	6
- Mailing issues	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Next Promotion/Catalog Request	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	3
- Pricing	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
- Public Information (Sensitive)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Retail Promotion Issue	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Valid proof/wraps question	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
- Retailer contact	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
- Event location											0	0	0	2	2	0	4
- Other	4	0	0	1	1	0	0	0	0	0	0	0	0	2	0	0	8
- Product Flaw Complaint	27	2	2	0	2	5	2	0	3	1	3	1	1	1	2	2	74
- Quick Log Positive Comment	29	2	0	1	1	2	0	1	1	0	2	0	0	2	0	0	48
- Quick Log Negative Comment	22	1	0	1	0	0	0	0	0	0	0	1	1	1	1	0	34
- Quick Log - General Information	112	8	10	9	8	2	4	1	7	7	5	6	6	12	7	7	255
If Advertising:																	

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What do you like/dislike about it?																	
- Likes message/theme	**1**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**3**
- Billboard Advertising	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Magazine Advertising	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
- Retail / In-store advertising	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
- Direct mail advertising	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Bus Sides / Taxi tips advertising	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Builing / Painted walls advertising	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Other advertising location	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
- Dislikes message/theme	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**
- Billboard Advertising	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Magazine Advertising	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Retail / In-store advertising	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
- Direct mail advertising	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Bus Sides / Taxi tips advertising	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Builing / Painted walls advertising	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Other advertising location	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Other advertising issue	**1**	**0**	**0**	**0**	**0**	**0**	**1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**4**
- Billboard Advertising	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Magazine Advertising	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Retail / In-store advertising	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	3
- Direct mail advertising	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Bus Sides / Taxi tips advertising	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Building / Painted walls advertising	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Other advertising location	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
If Packaging:																	
What do you like/dislike about it?																	0
- Likes new cello wrap	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Dislikes new cello wrap	4	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	5
- Likes new design/Art/"S"/Ball	11	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	13
- Dislikes new design/Art/"S"/Ball	14	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	15
- Likes new slide box	18	0	0	1	1	0	0	0	0	0	0	1	0	1	0	0	24
- Dislikes new slide box	9	1	1	0	0	0	0	1	0	0	0	1	1	0	0	0	15
- "S" / Ball questions	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Pack Insert Card Questions	3	0	0	0	0	0	2	0	1	0	0	0	0	0	0	1	7
- Questions about "old" pack on-sert	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
- Freshness Issue	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
- Other packaging issue	15	0	0	0	0	0	0	0	0	0	1	0	0	1	0	0	18

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If Product:																	
What do you like/dislike about it?																	0
- Likes taste (franchise)	13	0	0	1	0	2	0	0	1	1	0	0	0	0	0	0	21
- Dislikes taste (franchise)	77	1	2	0	1	0	2	2	1	0	3	0	0	2	0	2	112
- Likes aroma	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
- Dislikes aroma	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
- Likes new blend (slide box/flip top box	9	0	0	2	0	1	0	0	2	0	0	0	0	1	0	1	22
- Dislikes new blend (slide box/flip top b	23	1	1	0	0	0	0	0	0	0	2	0	0	0	1	0	30
- Purchased wrong brand style	26	1	2	1	0	1	1	2	3	0	0	0	0	0	1	1	60
- Other Product Issue	21	0	0	0	0	0	0	0	0	0	1	0	0	1	0	1	28
- Natural Menthol Questions	13	0	0	1	1	0	0	0	0	0	0	0	1	0	0	0	19
- Blend change questions	24	0	0	0	0	0	0	1	0	0	0	1	0	0	0	2	32
- Green cigarette questions	247	11	9	15	12	7	10	12	9	20	14	30	19	32	27	20	586
- Tar/Nicotine questions	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
- Undecided Product Like/Dislike	4	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	5
If Availability:																	
Why can't they find the New Salem?																	
- Limited Distribution (Test market only	2	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	5
- Not yet in full distribution in test mark	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
- Retailer does not carry	3	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	6
- Other Availability issue	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
If Retail Pomotion Issue:																	
What is the retail promotion issue?																	
- Retailer selling complimentary cigarett	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Retailer removing coupons/sticker/tea	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Retailer not honoring coupons	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Promotions not offered for brand style	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Other retail promotion issue	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
If Mailing Issues:																	
What is the mailing issue?																	
- Damaged item	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Missing item/Received partial mailing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Coupon expired when received	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Other mailing/non-receipt issue	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
If Pricing:																	
What is the pricing issue?																	
- Prices vary from store to store	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1

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- Prices too high due to taxes	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Manufacturer prices too high	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Other pricing issue	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
If Public Information Issue:																	
What type of PI issue is it?																	
- Request for Ingredients	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Blend	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Natural Menthol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Nicotine and Tar	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Pesticides	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Smoking Controversies	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Health Issues	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- FDA Regulations	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Nicotine/Tar	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Other controversy	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Advertising Controversies	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Other PI Information Issue	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
If Product Flaw Complaint:																	
What type of product flaw?																	
- Taste/dry/stale	9	1	1	0	1	3	1	0	0	0	1	0	1	0	0	0	22
- Rod	7	0	0	0	0	1	1	0	2	0	2	0	0	0	0	2	24
- Filter	6	0	0	0	1	0	0	0	1	1	0	0	0	1	2	0	14
- Packaging	4	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	9
- Other	5	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	9
How did you hear about New Salem?																	
- Ad/Media	5	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	6
- Bar	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Billboard	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
- Direct Mail	7	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8
- Family/Friend	15	1	1	3	0	3	0	1	1	0	4	2	2	1	1	1	36
- Retail	527	13	16	17	16	10	16	15	17	21	18	30	22	41	31	27	998
- Event	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	3
- Other	11	2	0	4	1	2	0	2	0	0	0	1	0	0	0	0	28

Source: https://www.industrydocuments.ucsf.edu/docs/mgvy0000

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n/c	-0.15%	4.51%	2.25%	5.84%	3.93%	5.51%	n/c			

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